



FIG.1

Mock Splash Page



These lists could be pull-down menus with a "Go" Button at the bottom



Welcome to Mercury

Your Advertising Super Site

View Ad Performance Results

By Outcome Variables

Composite Performance	Objective Performance (CTR, Conversion)	Subjective Performance (Branding)	User Experience (Annoyance)
-----------------------	---	-----------------------------------	-----------------------------

By Input Variables

Ad Description	Creative Description	User Description
Position	Movement	Exposures to ad
Property	Colors	Age
Industry	Sound	Gender
Ad Id	Text	Ethnicity
Other	Other	Other

Download Data File

Fig 2



Ad Feedback Survey

Thank you for providing feedback regarding an online advertisement.
Completing the survey below should take about one minute.

1. Is your feedback ad-related?

Please check one.

- ☐ Yes
☐ No

2. If possible, please name the advertiser:

Type your answer in the box.

3. Please describe the ad for which you would like to provide feedback:

Type your answer in the box.

4. Please select the option below that most closely matches your feelings about this ad:

Please check one.

- ☐ +3 Enjoyable
☐ +2
☐ +1
☐ 0
☐ -1
☐ -2
☐ -3 Annoying

5. How many times have you seen this ad on Yahoo! or elsewhere in the last month?

Type a number in the box.

6. How relevant was the product, service, or promotion being advertised to what you were doing on the web?

Please check one.

- ☐ +3 Very relevant
☐ +2
☐ +1
☐ 0
☐ -1
☐ -2
☐ -3 Not relevant at all

7. How interested were you in the product, service, or promotion being advertised?

Please check one.

- ☐ +3 Very interested
☐ +2
☐ +1
☐ 0
☐ -1
☐ -2
☐ -3 Not interested

8. How does this ad affect your opinion of the advertiser?

Please check one.

- ☐ +3 Very positively
☐ +2
☐ +1
☐ 0
☐ -1
☐ -2
☐ -3 Very negatively

9. How does this ad affect your opinion of Yahoo!?

Please check one.

- ☐ +3 Very positively
☐ +2
☐ +1
☐ 0
☐ -1
☐ -2
☐ -3 Very negatively

10. Additional comments on the ad?

Type your answer in the box.

Fig. 3



[Give us feedback about this ad](#)

Yahoo! Movies

Search: for

[Home](#) | [In Theaters](#) | [Times & Tickets](#) | [Greg's Previews](#) | [Trailers](#) | [DVD/Video](#) | [News & Gossip](#)

Showtimes : 95125 [[Change location](#)]

View by: [[Movie](#) | [Theater](#)]

[Almaden Cinema Five](#)
[Towne 3](#)
[Century 24](#)
[Camera 3](#)

[Camera One](#)
[Cine 16 at the Agenda](#)
[Restaurant & Lounge](#)
[The Tech Museum IMAX](#)
[Dome Theater](#)
[Century Capitol 16 San Jose](#)

[Century Capitol Drive-In](#)
[Theatre](#)
[Camera 7](#)
[More Theaters...](#)

March 13, 2003 [[Thu](#) | [Fri](#) | [Sat](#) | [Sun](#) | [Mon](#) | [Tue](#) | [Wed](#)]

Buy Tickets from MovieTickets.com by clicking on a linked showtime.

Almaden Cinema Five

Phone: (408)265-7373

2306 Almaden Road, San Jose, CA 95125

[Theater Info](#) | [Map It](#)

Agent Cody Banks PG 1 hr. 41 min.
 Starts on Friday, Mar 14
[Click for Friday's Showtimes](#)

Bringing Down the House PG-13 1 hr. 45 min.
 (12:00 PM), (2:15), (4:45), 7:15, 9:30

Daredevil PG-13 1 hr. 42 min.
 (11:30 AM), (2:00), (4:15), 7:00, 9:15

How to Lose a Guy in 10 Days PG-13 1 hr. 50 min.
 (11:30 AM), (1:45), (4:30), 7:00, 9:40

Jungle Book 2, The G 1 hr. 12 min.
 (11:15 AM), (1:00), (3:00), (5:10), 7:00

Life of David Gale, The R 2 hrs. 10 min.
 8:45 PM

Tears of the Sun R 1 hr. 58 min.
 (12:00 PM), (2:30), (5:00), 7:30, 10:00

Towne 3

Phone: (408)287-1433

1433 The Alameda, San Jose, CA 95126

[Theater Info](#) | [Map It](#)

Adaptation R 1 hr. 54 min.
 4:40 PM, 9:05

Bowling for Columbine R 2 hrs. 00 min.
 4:30 PM, 7:05, 9:35

He Loves Me, He Loves Me Not NR 1 hr. 32 min.
 Starts on Friday, Mar 14
[Click for Friday's Showtimes](#)

Russian Ark NR 1 hr. 36 min.
 7:00 PM

Spider R 1 hr. 38 min.

ADVERTISER

**Re
DV
fro
Net**

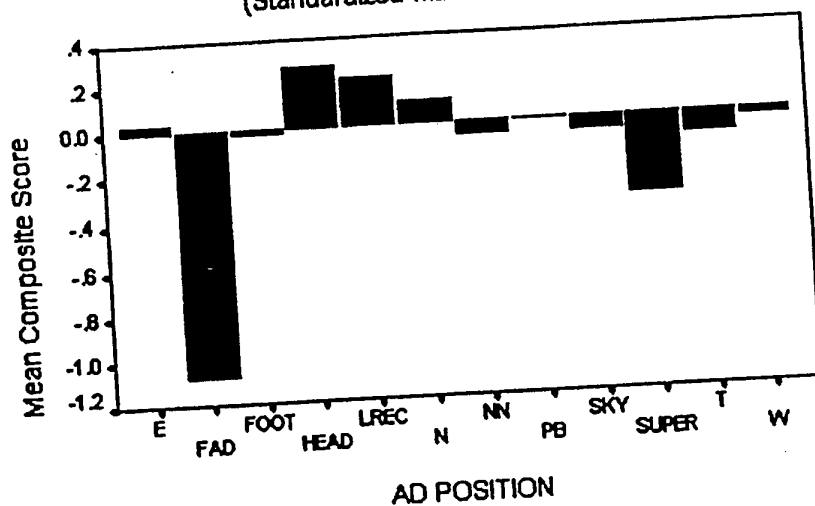
Fig 4

Notes		24-SEP-2002 14:33:49
Output Created		
Comments		
Input	Data	D:\My Documents\goocy-usability\AdFeedbackLink\AnnoyanceIndex.sav
	Filter	clicks > 100 (FILTER)
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	89
Syntax		GRAPH /BAR(SIMPLE)=MEAN(compscor) BY position .
Resources	Elapsed Time	0:00:00.00

Ad Composite Score

CTR's - Annoyance

(Standardized with M=0 and SD=1)



Notes		24-SEP-2002 14:37:44
Output Created		
Comments		
Input	Data	D:\My Documents\goocy-usability\AdFeedbackLink\AnnoyanceIndex.sav
	Filter	clicks > 100 (FILTER)
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	89
Missing Value	Definition of Missing	For each dependent variable in a table, user-defined missing values for the dependent and all grouping variables are treated as missing.

Fig 6

Frequencies

Statistics

		ADID	IO	POSITION
N	Valid	113	101	113
	Missing	0	12	0

Frequency Table

POSITION

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	12	10.6	10.6	10.6
COMP	1	.9	.9	11.5
E	1	.9	.9	12.4
FAD	3	2.7	2.7	15.0
FOOT	2	1.8	1.8	16.8
HEAD	3	2.7	2.7	19.5
LREC	9	8.0	8.0	27.4
N	49	43.4	43.4	70.8
NN	1	.9	.9	71.7
PB	1	.9	.9	72.6
PU	1	.9	.9	73.5
SKY	4	3.5	3.5	77.0
SUPER	3	2.7	2.7	79.6
T	15	13.3	13.3	92.9
UCST	1	.9	.9	93.8
W	7	6.2	6.2	100.0
Total	113	100.0	100.0	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Annoyance Score	93	.01	34.56	2.5263	6.49814
Valid N (listwise)	93				

Frequencies

Statistics

Annoyance Score

N	Valid	93
	Missing	20

Fig 7

Annoyance Score

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	34.56	1	.9	1.1	1.1
	29.02	1	.9	1.1	2.2
	27.91	1	.9	1.1	3.2
	26.03	1	.9	1.1	4.3
	22.87	1	.9	1.1	5.4
	11.70	1	.9	1.1	6.5
	9.28	1	.9	1.1	7.5
	8.25	1	.9	1.1	8.6
	7.30	1	.9	1.1	9.7
	4.04	1	.9	1.1	10.8
	3.96	1	.9	1.1	11.8
	3.93	1	.9	1.1	12.9
	3.40	1	.9	1.1	14.0
	3.22	1	.9	1.1	15.1
	3.09	1	.9	1.1	16.1
	2.57	1	.9	1.1	17.2
	1.93	1	.9	1.1	18.3
	1.89	1	.9	1.1	19.4
	1.70	1	.9	1.1	20.4
	1.64	1	.9	1.1	21.5
	1.45	1	.9	1.1	22.6
	1.20	1	.9	1.1	23.7
	1.19	1	.9	1.1	24.7
	1.05	1	.9	1.1	25.8
	1.04	1	.9	1.1	26.9
	1.03	1	.9	1.1	28.0
	1.03	1	.9	1.1	29.0
	.88	1	.9	1.1	30.1
	.85	1	.9	1.1	31.2
	.85	1	.9	1.1	32.3
	.84	1	.9	1.1	33.3
	.84	1	.9	1.1	34.4
	.82	1	.9	1.1	35.5
	.79	1	.9	1.1	36.6
	.79	1	.9	1.1	37.6
	.70	1	.9	1.1	38.7
	.69	1	.9	1.1	39.8
	.66	1	.9	1.1	40.9
	.63	1	.9	1.1	41.9
	.53	1	.9	1.1	43.0
	.50	1	.9	1.1	44.1
	.48	1	.9	1.1	45.2
	.47	1	.9	1.1	46.2
	.47	1	.9	1.1	47.3
	.47	1	.9	1.1	48.4
	.42	1	.9	1.1	49.5
	.31	1	.9	1.1	50.5
	.30	1	.9	1.1	51.6
	.30	1	.9	1.1	52.7
	.29	1	.9	1.1	53.8
	.26	1	.9	1.1	54.8

Fig 8



Mercury

Feedback Surveys by Property

Column Legend

Annoyance +3 Enjoyable ... -3 Annoying

Relevance +3 Very relevant ... -3 Not relevant at all

Interests +3 Very interested ... -3 Not interested

Advertiser +3 Very positively ... -3 Very negatively

+3 Very positively ... -3 Very negatively

Property	Ad ID	Feedback Surveys	Annoyance	Relevance	Interests	Advertiser	Yahoo!
			-3.0000	-3.0000	-3.0000	-3.0000	0.0000
▶ address	1		-3.0000	-3.0000	-3.0000	-3.0000	0.0000
▶ auctions	23		-0.5652	0.9130	1.2174	-0.2174	-0.0870
▶ briefcase	28		1.3571	0.5714	1.4643	1.2500	0.8929
▶ cal	5		-3.0000	-1.4000	-1.6000	-2.0000	-1.8000
▶ chat	65		0.1231	0.2615	0.1077	0.1692	0.6462
▶ cityguides	6		-2.5000	-0.5000	0.0000	-1.5000	-0.5000
▶ fin	984		-1.9573	-1.5051	-1.3608	-1.7724	-1.7297
▶ full coverage	68		-1.5147	-0.7647	-0.5000	-1.0735	-0.9118
▶ greetings	17		0.8824	0.9412	1.4118	0.3529	0.6471
▶ mail	11,171		-2.4265	-2.0559	-1.9782	-2.2404	-1.9397
▶ maps	255		-1.5216	0.3255	0.3059	-0.9647	-0.8510
▶ memdir	55		-1.0364	-1.0000	-1.0727	-1.1091	-0.9273
▶ messageboards	3		1.0000	1.0000	1.0000	0.0000	1.0000
▶ mob	2		2.0000	-3.0000	2.0000	-3.0000	-3.0000
▶ movies	173		-1.4740	-1.4046	-0.9653	-1.8671	-1.4798
▶ network	4		0.0000	0.0000	0.0000	2.2500	0.0000

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Fig 9



Mercury

Feedback Surveys by Exposures to Ad

Column Legend

Interests +3 Very interested ... -3 Not interested
 Annoyance +3 Enjoyable ... -3 Annoying
 Advertiser +3 Very positively ... -3 Very negatively
 Relevance +3 Very relevant ... -3 Not relevant at all Yahoo! +3 Very positively ... -3 Very negatively

Exposure	Ad ID	Feedback Surveys	Annoyance	Relevance	Interests	Advertiser	Yahoo!
▶ 0		1,156	-1.3625	-0.9801	-0.8616	-1.0164	-0.9715
▶ 1		6,664	-1.8490	-1.4328	-1.4200	-1.6954	-1.5411
▶ 2		1,506	-1.9548	-1.3586	-1.3008	-1.7849	-1.5345
▶ 3		1,097	-2.0392	-1.6253	-1.5497	-1.6870	-1.5925
▶ 4		650	-2.1508	-1.8385	-1.7077	-1.9646	-1.5215
▶ 5+		10,991	-2.4828	-2.0877	-2.0923	-2.3229	-2.0983
		22,064	-2.1648	-1.7518	-1.7325	-1.9960	-1.7903

Fig 10



Welcome to Mercury

[:: Home](#) | [Setup](#)

Ad Feedback & Performance Results

By Outcome Variables



View Today's Report
Wed, March 12, 2003

Past Reports

- [Tue, March 11, 2003](#)
- [Mon, March 10, 2003](#)
- [Sun, March 9, 2003](#)
- [View All Past Reports](#)

[View feedback for your property](#)

By Input Variables

Ad Description

- [Position](#)
- [Property](#)
- [Industry](#)
- [Advertiser Id](#)
- [Other](#)

Creative Description

- [Movement](#)
- [Colors](#)
- [Sound](#)
- [Text](#)
- [Other](#)

User Description

- [Exposures to ad](#)
- [Age](#)
- [Gender](#)
- [Occupation](#)
- [Industry](#)
- [User type](#)

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Fig 11



Mercury

Ad Feedback & Performance Report

Report By Occurrence

Column Legend
 Annoyance +3 Enjoyable ... -3 Annoying
 Relevance +3 Very relevant ... -3 Not relevant at all
 Interests +3 Very interested ... -3 Not Interested
 Advertiser +3 Very positively ... -3 Very negatively
 Yabool +3 Very positively ... -3 Very negatively

Generated: 3/12/03

Ad ID	Occurrences	Pageviews	Clicks	CTR (%)	Occ/PV (%)	Annoyance	Relevance	Interests	Advertiser
TOTAL	24,294	316,232,002,354	604,766,474	.7377015	.0000077	-1.884	-1.382	-1.244	-1.737
1354089	1,444	27,175,139,036	860,899	.003168	.0000053	-2.41	-2.02	-1.97	-2.23
1450471	1,090	199,731	3,334	1.6692451	.545734	-2.68	-2.31	-2.48	-2.51
1371278	1,071	13,935,625,137	0	0.00	0.00	-2.47	-2.10	-2.01	-2.27
1371113	1,071	13,923,098,521	0	0.00	0.00	-2.47	-2.10	-2.01	-2.27
1371104	1,071	13,922,488,471	0	0.00	0.00	-2.47	-2.10	-2.01	-2.27
1450462	939	168,429	2,691	1.5977059	.5575049	-2.58	-2.36	-2.41	-2.40
1469929	563	1,277,825	30,834	2.4130065	.0440592	0.33	-0.15	0.10	0.12
1450464	495	368,224	3,301	.8964652	.134429	-2.65	-2.09	-2.43	-2.39
1391830	459	918,441	4,969	.5410255	.049976	-1.64	-1.17	-1.31	-1.28
1391833	425	581,110	3,685	.6341312	.0731359	-1.93	-1.36	-1.68	-1.67
1391832	410	495,602	3,342	.6743314	.0827277	-1.94	-1.61	-1.79	-1.77
1464047	404	236,403	2,053	.8684323	.1708946	-2.05	-2.24	-2.10	-1.99
1450459	395	276,294	2,272	.8223125	.1429637	-2.64	-2.21	-2.42	-2.33
1385029	323	5,440,513,406	562,234	.0103342	.0000059	-2.39	-2.09	-1.97	-2.21
1385030	306	5,354,124,934	548,914	.0102522	.0000057	-2.37	-1.93	-1.90	-2.13
1385032	299	5,339,393,506	545,843	.0102229	.0000056	-2.63	-2.27	-2.14	-2.45
1283982	286	22,507,391,858	0	0.00	0.00	-2.12	-1.88	-1.85	-1.98
1407384	266	770,199,496	0	0.00	0.00	-2.30	-1.66	-1.82	-2.07
1402189	249	3,146,233,661	534,875	.0170005	.0000079	-2.31	-1.93	-1.93	-2.14
1477274	227	742,732	2,492	.3355181	.0305628	-2.63	-1.88	-2.40	-2.33
1453290	211	2,181,768,525	0	0.00	0.00	-2.38	-2.07	-2.06	-2.21
1302780	197	5,917,158,214	1,032,610	.0174511	.0000033	-2.39	-1.92	-1.87	-2.20
1302852	189	6,929,204,111	1,277,397	.018435	.0000027	-2.36	-2.03	-1.84	-2.28
1413998	182	2,849,239,086	146,217	.0051318	.0000064	-2.42	-2.15	-1.99	-2.15
1457702	172	1,576,716	7,661	.4858833	.0109087	-1.26	-1.43	-1.32	-1.01
1354073	166	5,118,168,007	1,118,867	.0218564	.0000032	-1.28	-0.63	-0.45	-1.34
1079823	166	14,830,140,698	818,284	.0055177	.0000011	-1.28	-0.63	-0.45	-1.34
1413996	164	2,448,946,290	80,302	.003279	.0000067	-2.58	-2.10	-2.05	-2.38
1472695	145	1,979,142,779	255,191	.012894	.0000073	-2.42	-1.96	-1.89	-2.16
1354070	144	1,203,070,838	175,117	.0145558	.000012	-2.29	-1.67	-1.60	-1.97
1483938	140	499,485	1,404	.2810895	.0280289	-2.18	0.07	-1.37	-2.10
1460528	126	3,009,544	13,067	.4341854	.0041867	-2.22	-2.04	-2.11	-1.74
1460395	124	805,307	7,240	.899036	.0153979	-1.94	-0.54	-1.59	-1.78
1302751	123	3,247,960,559	443,972	.0136693	.0000038	-2.68	-2.50	-2.35	-2.49
1430386	121	1,047,686,308	95,718	.0091361	.0000115	-2.27	-1.89	-1.83	-2.14
1438687	109	454,571,207	56,416	.0124108	.000024	-2.45	-1.73	-1.50	-2.21
1449102	106	1,001,866,836	28,416	.0028363	.0000106	-2.43	-2.06	-2.01	-2.23
1449089	106	1,001,868,920	30,086	.003003	.0000106	-2.60	-2.18	-2.39	-2.45
1475468	105	1,165,156,159	63,975	.0054907	.000009	-2.33	-1.90	-1.82	-2.06

Fig 12



Mercury

Feedback Surveys by Property

Property	Ad ID	Date	Ad Related?	Feedback Surveys
▶ address				27
▶ auctions				84
▶ briefcase				36
▶ cal				25
▶ cb				135
▶ chat				157
▶ cityguides				9
▶ classifieds				8
▶ fin				1,315
▶ full coverage				96
▶ greetings				53
▶ mail				15,773
▶ maps				543
▶ memdir				97
▶ messageboards				36
▶ mob				6

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Fig 13



Welcome to Mercury

[Home](#) | [Setup](#)

Ad Feedback & Performance Results

By Outcome Variables



Latest Best Performer's Reports

Thu, April 10, 2003

Past Full Reports

- [Thu, April 10, 2003](#)
 - [Wed, April 9, 2003](#)
 - [Tue, April 8, 2003](#)
 - [View All Past Full Reports](#)
- [View feedback for your property](#)

By Input Variables

Ad Description

- [Position](#)
- [Property](#)
- [Industry](#)
- [Advertiser Id](#)
- [Other](#)

Creative Description

- [Movement](#)
- [Colors](#)
- [Sound](#)
- [Text](#)
- [Other](#)

User Description

- [Exposures to ad](#)
- [Age](#)
- [Gender](#)
- [Occupation](#)
- [Industry](#)
- [User type](#)

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Fig 14



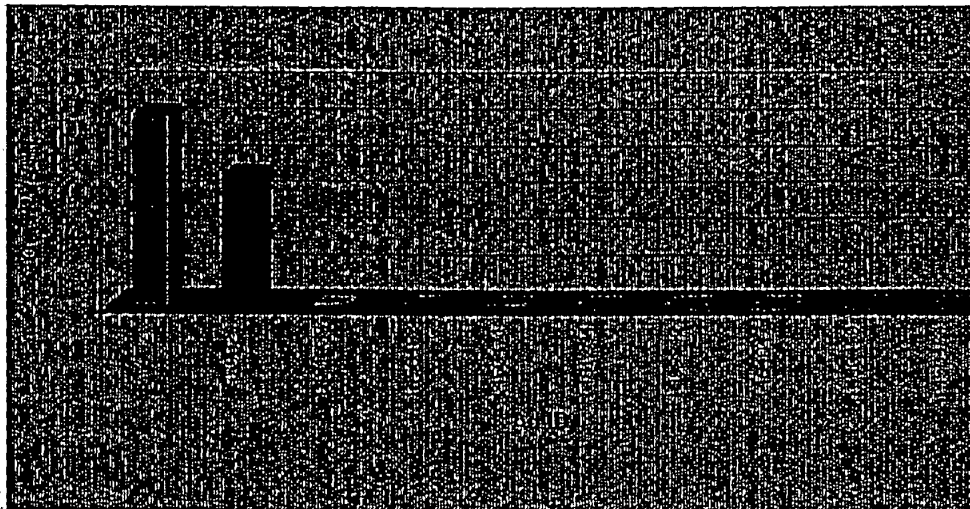
Mercury

Ad Feedback & Performance Report

Best Performers/Top 10 Report By:

Occurrence | Pageviews | Clicks | CTR (%) | Occ/PV (%) | Annoyance | Relevance | Interests | Advertiser | Yahoo!

Occ/PV (%): Top 10



Column Legend
 Annoyance +3 Enjoyable ... -3 Annoying
 Relevance +3 Very relevant ... -3 Not relevant at all
 Interests +3 Very Interested ... -3 Not interested
 Advertiser +3 Very positively ... -3 Very negatively
 Yahoo! +3 Very positively ... -3 Very negatively

Ad ID	Occurrence	Pageviews	Clicks	CTR (%)	Occ/PV (%)	Annoyance	Relevance	Interests	Advertiser	Yah
Tot. Mean	19	146,733,682	257,371	1.247292	0	-1.933	-1.473	-1.365	-1.801	-1.
Tot. Median	2	12,066,537	10,031	0.103	0	-3	-2.14	-2	-2.45	
TOTAL	4,896	1,834,945	20,236	--	--	--	--	--	--	
<u>559025</u>	20	19	307	1615.7894737	105.2631579	-2.40	-1.80	-2.10	-1.75	-
<u>559024</u>	8	11	3	27.2727273	72.7272727	-1.50	-1.38	-1.50	-1.50	-
<u>1481235</u>	2	188	5	2.6595745	1.0638298	-3.00	-3.00	-1.50	-1.50	-
<u>1450462</u>	1,451	276,868	4,313	1.557782	.5240765	-2.61	-2.36	-2.48	-2.45	-
<u>1450471</u>	1,750	340,335	5,395	1.5852028	.5141992	-2.69	-2.34	-2.50	-2.51	-
<u>1481234</u>	1	195	8	4.1025641	.5128205	-3.00	-3.00	-3.00	-3.00	-
<u>1399942</u>	4	1,038	35	3.371869	.3853565	3.00	0.75	0.75	3.00	:
<u>1464047</u>	404	236,403	2,055	.8692783	.1708946	-2.05	-2.24	-2.10	-1.99	-
<u>1450459</u>	539	411,860	3,276	.7954159	.1308697	-2.66	-2.24	-2.41	-2.38	-
<u>1450464</u>	717	568,028	4,839	.8518946	.1262262	-2.65	-2.15	-2.43	-2.41	-

[View Full Report](#)

Fig 15

Mercury System Workflow

6/13/2003

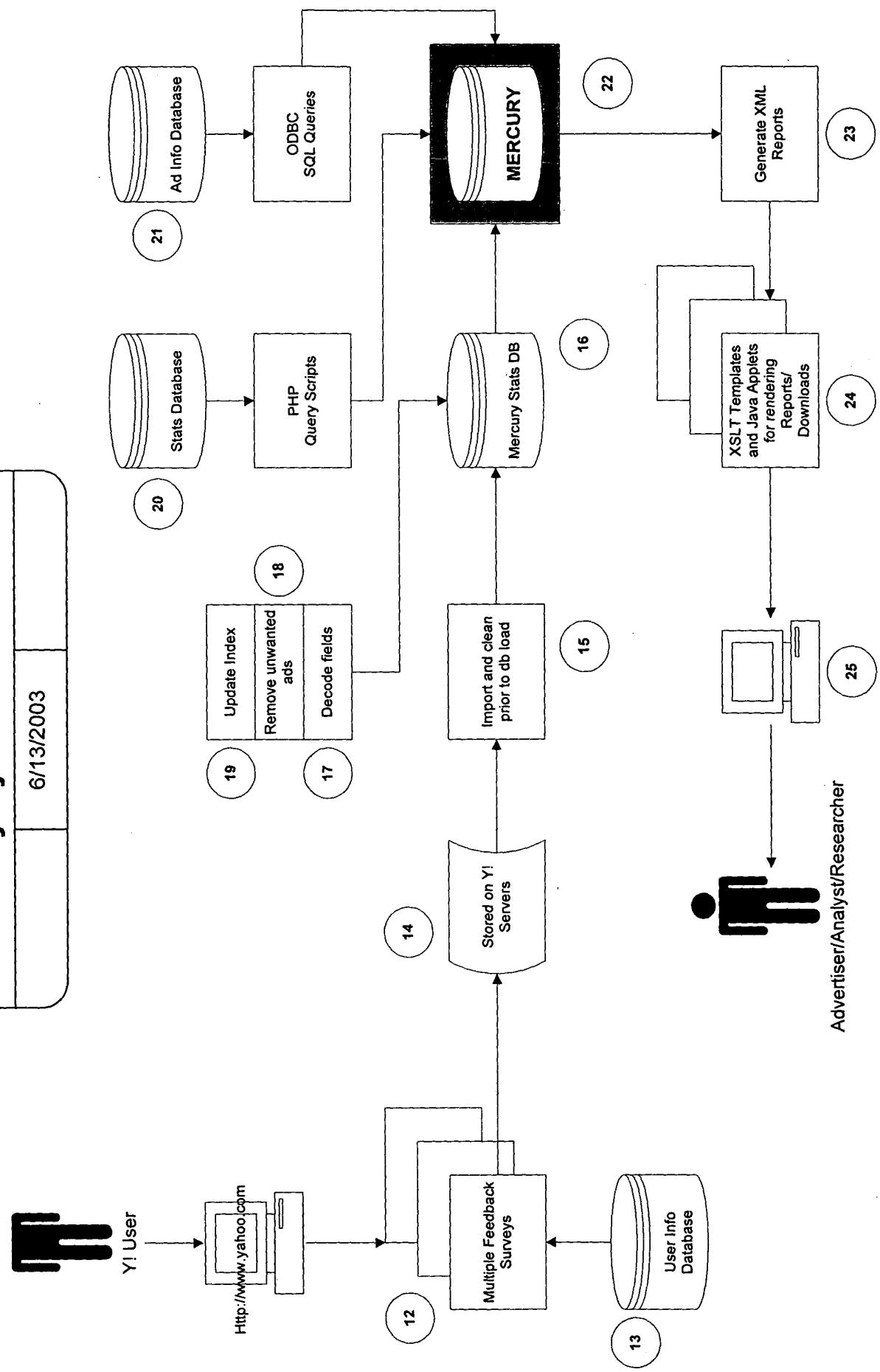


Fig 16

Mercury Architecture

6/13/2003

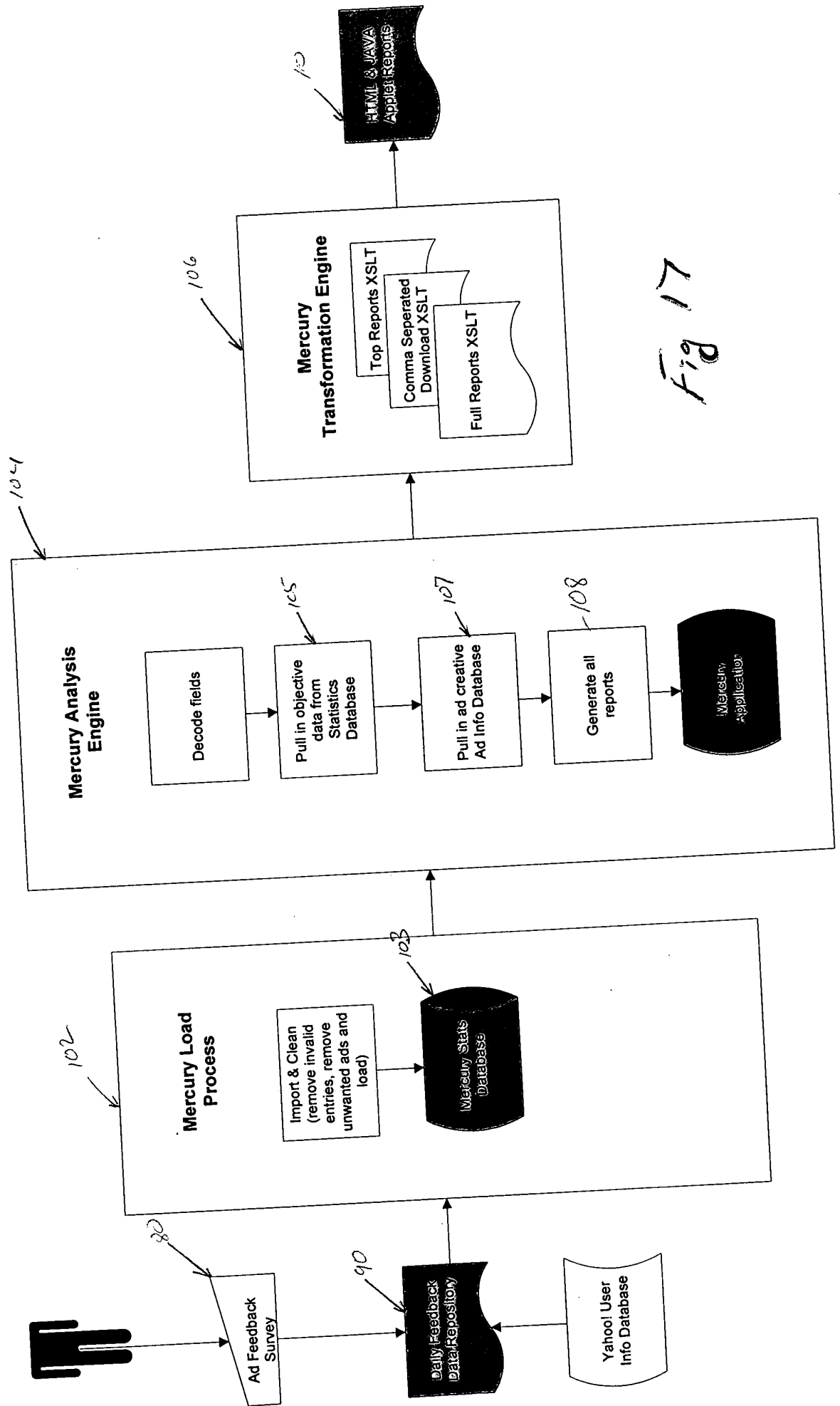


Fig 17



Mercury

Configure Mercury Options & Settings

Blacklisted Ad IDs (most recent)

Ad ID	Date Added to Blacklist	Options
1490470	04/07/2003 12:51:41 PM	Undo (disabled)
1295176	04/04/2003 04:23:52 PM	Undo (disabled)
1226762	03/12/2003 04:14:37 PM	Undo (disabled)
1226764	03/12/2003 04:13:15 PM	Undo (disabled)
1226834	03/12/2003 04:13:00 PM	Undo (disabled)

95 total ad IDs blacklisted
[View Entire Blacklist](#) | [Add To Blacklist](#)

Column Formulas (most recent)

Column Name	Created	Author	Status
JNBTest1	04/09/2003 10:17:19 AM	John Boyd	● ●
Q-Combined	03/13/2003 02:40:38 PM	System Defined	● ●
Qcc/PV (%)	03/13/2003 02:26:54 PM	System Defined	● ●
CTR (%)	03/13/2003 02:20:11 PM	System Defined	● ●
Annoyance	03/13/2003 02:28:11 PM	System Defined	● ●

13 total column formulas
[View All Column Formulas](#) | [Add New Column Formula](#)

Custom Reports (most recent)

Report Name	Created	Author	Status	Last Run
test4	03/21/2003 05:04:00 PM	Paul Kim	● ●	Not run yet
PK Custom Report	03/14/2003 12:47:16 PM	Paul Kim	● ●	Not run yet
custom test	03/25/2003 11:29:34 AM	Paul Kim	● ●	Not run yet
custom test 2	03/25/2003 11:30:59 AM	Paul Kim	● ●	Not run yet
custom test 3	03/25/2003 04:33:14 PM	Paul Kim	● ●	Not run yet

5 total custom reports
[View All Custom Reports](#) | [New Custom Report](#)

Data Collection Constraints

- [Date Range](#)

Fig 18



Mercury

Configure New Column Formula

NOTE: This form allows you to configure a new column for your reports based on an algorithm/formula from existing columns in the report.

Author John Boyd

Column Name

10 characters left - max 10 chars

Note* Your new column name can NOT have a name similar to one of Mercury's Math Functions. Unexpected results may occur.

Description

Status

☒ Active ☐ Inactive

Variables: (existing columns)

Ad ID
Advertiser
Annoyance
Clicks
CTR (%)
Interests
JNBTest1

*click to select
[Column Legend](#)

Math Functions:

+
-
*
/
modulo
average
round

*click to select

Formula:

Note* Each math function must have a space between it and the variable it is being applied to.

[Add New Column](#)

▼ Edit History
Created by John Boyd

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Fig 19



Mercury

Column Formula > JNBTest1

NOTE: This form allows you to configure a new column for your reports based on an algorithm/formula from existing columns in the report.

Author	John Boyd
Column Name	JNBTest1
Description	John's first test composite score
Status	Active

Formula:
Occ/PV (%) * average

Column Formula

▼ Edit History
Created by John Boyd
Edited by John Boyd or

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Fig 20



Mercury

Configure Custom Report > test4

NOTE: This form allows you to create a custom report based on defined column formulas in the system. Just select the columns you want to appear in your report and click submit. Your report will be run right away if the date range remains the same, if you modify the date range, you will need to pick up your report tomorrow.

Author Paul Kim
Report ID 22700400
Report Name
Description
Date Range to
Status ☒ Active ☐ Inactive
Last Run Msg Not run yet

For My Report

Existing columns (active):

Ad ID
Advertiser
Annoyance
Clicks
CTR (%)
Interests
JNBTest1

[Column Legend](#)

Used in this report:

Ad ID
JNBTest1

[View Custom Report](#)

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Fig 21



Mercury

Home | Setup
User: John Boy

Data Collection Constraints: Date Range

NOTE: This form allows you to specify the date range constraints on the data collected for pageviews and clicks on all ad ids in Mercury. Updating the date range will effect the data collection of all future reports ONLY.

Use special keyword "today" for the end date to keep stats current.

Date Range

10/01/2002



to

today



Save Date Range

▼ Edit History
Created by Paul Kim
Edited by Paul

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Fig 22